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OCT 19 1925

TITLE PAGE.

Title

Be Careful!

A photoplay in

1/2

Reels.

Directed

By

Harold Beaudine

Author of photoplay

Whisker Film Co. Inc.

U.S.A.

9/27/25  
**PRESS SHEET**

**JIMMIE ADAMS COMEDIES**

OCT 19 1925

©CIL 21911

**Jimmie Adams**



Produced by Christie. Directed by Harold Beaudine



**EDUCATIONAL FILM EXCHANGES, Inc.**  
MADE IN U. S. A.



## JIMMIE ADAMS COMEDIES MEAN MORE DOLLARS IN YOUR TILL

### Comedy Star's Large and Growing Following Ponders You with Valuable Name to Attract Patrons

In offering Jimmie Adams as a comedy star, featured in a brand of two-reel laugh-makers which bears his name, Christie is again showing his understanding of the wants and needs of the exhibitor.

Jimmie Adams is a real comedian and has already earned a following in excess of many of the highly advertised comics of the screen. His work has always been of the fast action type that brings the hearty laughs from everyone in your audiences. In naming the comedies "Jimmie Adams Comedies" you are provided with a name that means more dollars to you every time you advertise it.

"Be Careful," the first of the new series of Jimmie Adams Comedies, is one of the best that Jimmie Adams has ever appeared in. The story is fast and funny; the cast is composed of comedians of high ability and the photography, sets and general quality of the picture are of the standard which has made the Christie Studio famous.

#### The Story

Jimmie stops to flirt with three young girls in wading and falls into the river, much to their delight. He is wet from head to foot and goes to a nearby farm, where the owner lends him an old suit of clothes.

While he is changing his clothes, Molly and her sweetheart drive through the barn and their car breaks down. They are on their way to be married, and her father and the Sheriff are hot on their trail.

They beg Jimmie to help them and they try to fix the car as Molly's father and the Sheriff drive up. Jimmie hides them in the house and when Molly's father questions him, Jimmie says he has not seen them. The Sheriff then suggests that they will let the bloodhounds loose and they will surely find the elopers. When Jimmie hears this, he rushes to the young couple's rescue and taking their shoes, he puts them on his hands and feet and rushes out of the stable where he puts them on the horse, in this way changing the scent for the hounds.

Jimmie then helps the elopers to get away and then tells Molly's father. The Sheriff tells Jimmie that she is eloping with a thief and when Jimmie hears this, he decides to go to the rescue.

He reaches the Justice of the Peace just as he is about to pronounce them man and wife. He breaks up the ceremony but Molly's sweetheart throws him out. Jimmie tries three times to get Molly away from him but each time he is met with defeat. Finally he notices that the justice is Fire Chief and in desperation he rings the fire bell, thus getting rid of him and the two witnesses. Just then Molly's father and the Sheriff arrive, arrest her lover and start away with him, leaving Jimmie and Molly together.



JIMMIE ADAMS in  
EDUCATIONAL-JIMMIE ADAMS  
COMEDIES-

For Electro Order No. 3826-E  
For Mat (Free) Order No. 3826-M

#### TRAILERS

Trailers are available on all EDUCATIONAL-JIMMIE ADAMS COMEDIES. They are the exhibitor's very best means of exploiting his Short Subject and advantage should be taken of these as a simple means of increased patronage. (See Page Six.)

#### WHO'S WHO in "Be Careful"

Jimmie.....JIMMIE ADAMS  
Molly.....Molly Malone  
Her Sweetheart.....Bill Irving  
Her Father.....Lincoln Plumer  
The Sheriff.....Eddie Baker

Directed by Harold Beaudine

#### EXPLOITATION

The poster that lies on the shelf of your exchange is a willing worker imprisoned, unable to do anything for you or for itself.

As long as it lies on the shelf it is doing no one a penny's worth of good. It is a liability to the exchange and a money-maker whose service you can not avail yourself of.

In a frame in front of your theatre it becomes a willing and effective worker—a silent salesman working every minute, advertising your show—advertising the best part of the program to the thousands who pass by your theatre.

Your lobby is your show-window and your posters, lobby photos, are your house salesmen. Give them a chance to work for you by using them—and using them plentifully.

Every accessory on Educational comedies is planned for YOUR benefit. But they can not help you as long as they are at the exchange.

#### PARAGRAPHS For Your Program

IT'S WORTH TRAVELING FAR TO SEE—The New Educational-Jimmie Adams Comedy, "Be Careful."

\*\*\*

"THE SPICE OF THE PROGRAM"—a laughing riot—"Be Careful," a new Educational-Jimmie Adams Comedy.

\*\*\*

NAMES THAT SPELL ENTERTAINMENT—Jimmie Adams, Molly Malone, Bill Irving and a big cast in "Be Careful"—a half-hour of hilarity.

\*\*\*

GET RID OF THAT GROUCH—See Jimmie Adams in his first Educational-Jimmie Adams Comedy "Be Careful." Two reels—a half-hour of laughter.

\*\*\*

YOU'LL BANISH YOUR BLUES—by seeing the new Educational-Jimmie Adams Comedy, "Be Careful." It's a comedy riot.

## TITLE OF STAR CONFERRED ON JIMMIE ADAMS

### "Be Careful," His First Picture Under Own Name, His Best

(Newspaper review for use after showing of picture)

There is a certain psychology about stardom in motion pictures that affects the players the same as a "champion" title affects a prize fighter; each is much better after having the title conferred upon him.

That is the way it has affected Jimmie Adams, lately featured in Educational-Christie Comedies, but now starring in his own right in Educational-Jimmie Adams Comedies. His first picture as an advertised comedy star, "Be Careful," is at the Theatre and is better than anything else Adams has ever done.

It is hard to see where the improvement has come in for Adams; work has always been of the highest comedy calibre, but it is there. The comedy is funnier; the action is faster and the entire action of the two reels is more brilliant.

Adams is cast as a travelling salesman who becomes drenched while touring the rural districts. While his clothes are drying he dons the togs of a farmer and is mistaken for a yokel by a sheriff and an angry parent who are pursuing a couple of elopers. Jimmie lends all aid to the fleeing couple until he finds that the prospective swain is a thief and then he reverses his efforts. The sheriff captures the crook—and Jimmie captures the girl.

## Popular Jimmie Adams In First Starring Role

(Newspaper review for use after showing of picture)

Jimmie Adams is providing a half hour of real comedy in his first starring two reeler, the Educational-Jimmie Adams Comedy, "Be Careful," which is on the bill at the Theatre this week.

Adams has just been promoted to stardom in these fast two reels after having been for years in featured roles. The demand of the exhibitors for the advertising value of Adams' name led the producers to star him in a series of comedies bearing his name.

Adams' performance in this comedy is of a little higher standard than that of his former laugh-makers, due, no doubt, to his stardom. The cast is an exceptional one for a two reel comedy. The direction is by Harold Beaudine.

## COMEDY BECOMING MORE POPULAR EACH YEAR, SAYS COMEDY STAR

### Public Turns to Funny Films for Brighter Side of Life

(Prepared as advance publicity story)  
Why has comedy become so popular during the last few years?

Let Jimmie Adams, starring in his first Educational-Jimmie Adams Comedy, "Be Careful," which will be at the Theatre tell you.

"There has been a huge increase in the demand for comedy since the World War," says Adams. "This is the natural reaction from the burdens and sorrows of the great conflict."

"Humanity is blessed with great recuperative powers, enabling each individual to forget the horrible and distressing experiences through which each one passes. But people try to aid themselves in this natural function by seeking the lighter side of life after distressing experiences."

"Comedy came into its own after the war—and the public, though the war is years gone by, has adopted the funny films as the greatest amusement factor of its daily life. Everyone finds that it is a relief from their daily cares and worries and that it puts a brighter light on the dark spots of their lives and lightens their everyday burdens."



For Electro  
Order No. 3832-M  
For Mat (Free)  
Order No. 3832-E

JIMMIE ADAMS  
and  
MOLLY MALONE  
in a scene from  
"BE CAREFUL"

For Electro Order No. 3828-E  
For Mat (Free) Order No. 3828-M

## Bloodhound Actors "Dog" This Comedian

(Prepared as advance publicity story)

Intelligent as are some of the dogs featured in latter-day movies, there are few so intelligent, and whose sense of direction is as keen, as the bloodhound. A real live pair of these knowing beasts are to be seen in the two-reel comedy, "Be Careful," coming to the Theatre in which the new star, Jimmie Adams, appears.

The dogs' actions afford many laughs and they are used to trail a couple of young elopers. Jimmie learns of this, however, and by wearing the shoes of the eloping couple on both his hands and feet, he succeeds in drawing the dogs off the scent and they trail after him, instead.

This is the first of the new series of Educational-Jimmie Adams Comedies and it includes a very capable supporting cast. Molly Malone, who has played in a number of Educational-Christie Comedies, is leading lady. Eddie Baker, Bill Irving, and Lincoln Plumer have important parts.

## Comedian Wins Starring Role

(Prepared as advance publicity story)

Jimmie Adams who for years has been a featured comedian in Educational-Christie Comedies, has been promoted to stardom and is now heading his own company—the Educational-Jimmie Adams Comedies, the first of which, "Be Careful," will be at the Theatre.

Jimmie has been appearing in the short comedies for a number of years and has attracted a large and growing following. Realizing that Jimmie was a star in his own right, the producers of these comedies decided to put him at the head of his own company and name them after the popular star.

Harold Beaudine is his director.



## By Popular Demand—Jimmie Adams

Use this striking two column cut in your advertising and publicity on any picture in the series. It helps to identify a popular drawing card with your show.



Jimmie Adams by sheer ability has raised himself to a top place among comedy stars. The new Educational - Jimmie Adams series will bring you patronage.

For Electro Order No. 3827-E  
For Mat (Free) Order No. 3827-M

### CASH IN—ON LAUGH INSURANCE

The title "Be Careful" lends itself to a novel exploitation stunt, which consists of a printed herald in the form of a laugh insurance policy, issued by your best known local insurance agency. These should be printed so as to look like a genuine policy, and distributed from the theatre and by the insurance company's agents in advance of the play-date of "Be Careful."

The policy should read as follows:—

The ..... Insurance Company have agreed to pay the sum of \$50.00 to the heirs of any person whose name and address appear on this form, should fatal results to him or her follow excessive laughter while watching the Educational-Jimmie Adams Comedy, "Be Careful."

### OPERATOR'S CUE FOR CUT-OVER

Following is operator's cue for cut-over at end of first reel:—

Scene showing sheriff and father exit from picture, as Adams holds up rug allowing girl to escape, exact cut-over being as girl exits from picture. This is followed by END OF PART ONE subtitle.

Following is cue for cut-over at end of second reel:—

Twenty-three feet following close-up of Adams as he exits from picture with girl's shawl and on road scene as Adams and girl walk away together. This is followed by a fade-out to the subtitle THE END.



## A TEASER CAMPAIGN THAT CAUSES TALK

Teaser campaigns have the faculty of arousing one of the strongest and perhaps the most tenacious of all human emotions—Curiosity.

The wise showman will take advantage of these little teaser "ads," using a different one in the local newspapers, each of the six days preceding the play date of "Be Careful." The space used should not necessarily be large; one inch or less each day will do.

The Traffic Officer says—

**"BE  
CAREFUL"**

(More Tomorrow)

—1—

The Old Maid says—

**"BE  
CAREFUL"**

(More Tomorrow)

—2—

The Fireman says—

**"BE  
CAREFUL"**

(More Tomorrow)

—3—

The Engineer says—

**"BE  
CAREFUL"**

(More Tomorrow)

—4—

The Widow says—

**"BE  
CAREFUL"**

(More Tomorrow)

—5—

The Wise Man says—

Don't Fail to see

**"BE CAREFUL"**

At the ..... Theatre .....

—6—

## PERSISTENCY—THE SECRET OF ADVERTISING

One great underlying principle that must never be overlooked is the time-proven one that the great power of advertising lies in its persistency, in its continuity, and that no matter how you do it, or what your pet talking point, or copy appeal, or key-note, you must keep right on doing it every day.

"There are no short cuts, or royal roads, or north-west passages to the promised land of increased

patronage," says one of the leaders of the Advertising Clubs of New England, "and advertising, like any other livin' thing, like a bank, or a bay tree, or a baby elephant, is subject to the laws of growth—every little added to what you've got makes just a little more."

Continuous advertising of Short Subjects is bound to increase your patronage.

## SPECIMEN ONE-COLUMN TYPE "ADS" READY FOR USE

EXTRA  
ADDED  
ATTRACTION

**"BE  
CAREFUL"**

An Educational-Jimmie Adams  
Comedy

at the

(THEATRE NAME HERE)  
also Date, Etc.

B —  
C —  
B E  
C A R E —

**"BE  
CAREFUL"**

The Funniest Comedy  
This Year

at the

(THEATRE NAME HERE)  
also Date, Etc.

**"BE  
CAREFUL"**

BANISHES CARE

See Jimmie Adams

In His Latest — — —

HALF HOUR of HILARITY

at the

(THEATRE NAME HERE)  
also Date, Etc.



## COMEDY AND CASH

Comedy has a bigger box-office value than any other method of entertaining the public.

The biggest and most successful shows along New York's Great White Way are comedies, or light entertainment—musical shows where comedy and music predominate.

The Vaudeville theatres play to packed houses while dramatic shows are closing on every side.

Burlesque—a form of low comedy—has been successful for a number of years and several huge fortunes have been made out of it.

The comic artist who draws the cartoon strip in the newspaper is one of the highest paid artists of the times. His employers know the value of comedy.

We could go on and give dozens of other instances of the value of comedy as an entertainment medium.

You, yourself, know that a good comedy is one of the best things you can have on your bill for the entertainment of your patrons.

But are you realizing—profiting at the box-office on the entertainment value of comedy?

In other words, are you including the Educational Comedies in your newspaper "Ad" space?

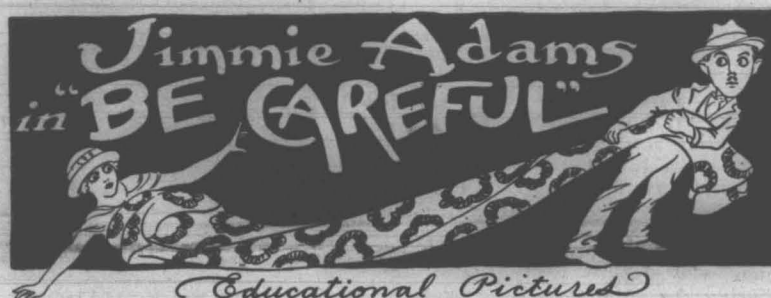
Are you making a bid for increased patronage through advertising the comedy on your bill?

You can popularize your house, add to your box-office receipts and build up a steady and faithful patronage by always advertising the two-reel comedy on your bill.

The biggest showmen of the age have recognized this fact and are cashing in on it. Are You?



One Column by One Inch "Ad" Cut  
For Electro Order No. 3829-E  
For Mat (Free) Order No. 3829-M



Two Column by One and One-Half Inch "Ad" Cut  
For Electro Order No. 3830-E  
For Mat (Free) Order No. 3830-M

For Three Column Cut on Page One Order  
Electro No. 3831-E Mat No. 3831-M

### ACCESSORIES

#### Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

One Column Thumbnail "Ad" Cuts and Mats  
Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

Trailers available through National Screen Service  
And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

### CATCHLINES For Newspaper "Ads"

In addition to the feature—"Be Careful"—with the popular comedian, Jimmie Adams.

\* \* \*

Jimmie Adams and a big comedy cast in his first Educational-Jimmie Adams Comedy, "Be Careful." A hundred laughs.

\* \* \*

Extra Added Attraction—A new Educational-Jimmie Adams Comedy, "Be Careful"—Worth more than the price of admission!

\* \* \*

Be Careful!—Don't miss the best comedy of the year!—Jimmie Adams in "Be Careful"—Two reels of fun!

\* \* \*

Two reels of fast and furious comedy;—Jimmie Adams and a big cast in "Be Careful." You can't afford to miss it.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

Dated at Wash D C  
Oct 19 1925

OCT 19 1925

Register of Copyrights,  
Library of Congress,  
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
tection, requests the return to him under the provisions of sections 59  
and 60 of the Act of March 4, 1909, of one or both of the deposited copies  
of the 2 Books entitled B & C careful

2 vol  
deposited in the Copyright Office on Oct 19/25 and registered  
under Class \_\_\_\_\_ No., No. ©CLL 21911.

If this request can be granted you are asked and authorized to send  
the said copy or copies to me at the following address: \_\_\_\_\_

\_\_\_\_\_ or  
to \_\_\_\_\_  
at \_\_\_\_\_

Signed Christie Film & Photo  
(Claimant of Copyright)

Delivered in person

OCT 20 1925



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Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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The Library of Congress